## Claims

What is claimed is:


1    1. An ETCRA method of determining and storing an expected time-channel for a television (TV)

2    series relative to a reference week, said method comprising:

3        identifying in the reference week a reference time-channel on which the TV series is

4    scheduled to be aired or has actually aired;

5        specifying at least one condition;

6        determining whether the at least one condition has been satisfied; and

7        if the determining has determined that the at least one condition has not been satisfied,

8    then making the expected time-channel equal to the reference time-channel, else making the

9    expected time-channel equal to an alternate time-channel.


1    2. The method of claim 1, wherein the alternate time-channel is an overriding time-channel for

2    the TV series relative to the reference week, and wherein the at least one condition comprises

3    specifying the overriding time-channel.


1    3. The method of claim 1, wherein the determining includes utilizing program time-channel data

2    relating to programs of the TV series, wherein the program time-channel data is stored in an

3    Airings Database Structure.


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1    4. The method of claim 1, further comprising storing an identification of the expected time-

2    channel in a Series Scheduling Expectation (SSE) database Structure.


1    5. The method of claim 1, wherein the alternate time-channel differs from the reference time-

2    channel, and wherein the at least one condition comprises:

3        the TV series has aired on the reference time-channel no more than K weeks of N weeks

4    preceding the reference week, wherein N is an integer of at least 2, and wherein K is an integer

5    that is no less than 0; and

6        the TV series has aired on the alternate time-channel during M weeks of the N weeks,

7    wherein M is an integer of at least 2 and greater than .50N truncated.


     6. The method of claim 5, wherein the N weeks are consecutive.


     7. The method of claim 6, wherein the N weeks immediately precede the reference week.


     8. The method of claim 5, wherein the at least one condition further comprises: the TV series has

2    not aired, and is not scheduled to be aired, on the reference time-channel during the first week

3    that is closest in time to the reference week.


1    9. The method of claim 5, wherein N=2, K=0, and M=2.

1      10. The method of claim 5, wherein $3 \leq N \leq 6$, K=0, and M=N-1.


1      11. The method of claim 5, wherein $7 \leq N \leq 9$, K=1, and M=N-2.

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1    12. A computer code that outputs an expected time-channel for a television (TV) series relative

2    to a reference week, said computer code comprising an ETCRA algorithm programmed to:

3         access: identification of the TV series, identification of a reference week, and

4    identification of a reference time-channel on which the TV series is scheduled to be aired during

5    the reference week or has actually aired during the reference week;

6         access a specification of at least one condition;

7         determine whether the at least one condition has been satisfied;

8         make the expected time-channel equal to the reference time-channel if the algorithm has

9    determined that the at least one condition has not been satisfied; and

10        make the expected time-channel equal to an alternate time-channel if the algorithm has

11   determined that the at least one condition has been satisfied.


1    13. The computer code of claim 12, wherein the alternate time-channel is an overriding time-

2    channel for the TV series relative to the reference week, wherein the at least one condition

3    comprises inputting the overriding time-channel to the algorithm, wherein the algorithm is

4    further programmed to:

5         receive as input the overriding time-channel; and

6         set the alternate time-channel equal to the overriding time-channel if the algorithm has

7    received the overriding time-channel as input.


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1    14. The computer code of claim 12, wherein the algorithm is programmed to determine whether

2    the at least one condition has been satisfied by utilizing program time-channel data stored in an

3    Airings Database Structure, wherein the program time-channel data relates to programs of the TV

4    series.


1    15. The computer code of claim 12, wherein the algorithm is further programmed to store an

2    identification of the expected time-channel in a Series Scheduling Expectation (SSE) Database

3    Structure.


1    16. The computer code of claim 12, wherein the alternate time-channel differs from the reference

2    time-channel, and wherein the at least one condition comprises:

3          the TV series has aired on the reference time-channel no more than K weeks of N weeks

4    preceding the reference week, wherein N is an integer of at least 2, and wherein K is an integer

5    that is no less than 0; and

6          the TV series has aired on the alternate time-channel during M weeks of the N weeks,

7    wherein M is an integer of at least 2 and greater than .50N truncated.


1    17. The method of claim 16, wherein the N weeks are consecutive.


1    18. The method of claim 17, wherein the N immediately precede the reference week.


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1    19. The computer code of claim 16, wherein the at least one condition further comprises: the TV

2    series has not aired, and is not scheduled to be aired, on the reference time-channel during the

3    first week that is closest in time to the reference week.

1    20. A Deviation Determination for Television (DDTV) method, comprising:

2          providing a TV series, a given week, and at least one of: (an expected time-channel for

3    the TV series) and (at least one time-channel for the TV series for the given week); and

4          determining whether a deviation has occurred for the TV series for the given week.

1    21. The method of claim 20, wherein the providing does not include providing the at least one

2    time-channel for the TV series for the given week, and wherein the determining determines that

3    the deviation of Series Preemption (SP) has occurred.

1    22. The method of claim 20, wherein the providing includes providing the at least one time-

2    channel for the TV series for the given week.

23. The method of claim 22, wherein the providing does not include providing the expected time-

channel for the TV series, and wherein the determining determines that the deviation of Series

Initiation (SI) has occurred.

1    24. The method of claim 22, wherein the providing includes providing the expected time-channel

2    for the TV series.

1    25. The method of claim 24, wherein the at least one time-channel for the TV series for the given

2    week does not include the expected time-channel for the TV series, and wherein the determining

3      determines that the deviation of Series Move (SM) has occurred.

1      26. The method of claim 24, wherein the at least one time-channel for the TV series for the given

2      week includes the expected time-channel for the TV series.

1      27. The method of claim 26, wherein the at least one time-channel for the TV series for the given

2      week includes exactly one time-channel, and wherein the determining determines that the

3      deviation has not occurred.

      28. The method of claim 28, wherein the at least one time-channel for the TV series for the given

      week includes more than one time-channel.

      29. The method of claim 26, wherein if the at least one time-channel for the TV series for the

      given week includes at least 3 contiguous time channels that do not comprise the expected time

      channel, then the determining determines that the deviation of Series Marathon (MA) has

      occurred, else the determining determines that the deviation of Series Expansion (SE) has

5      occurred.

1    30. The method of claim 20, further comprising:

2        testing for the truth or falsity of the following condition:

3    the providing includes providing the expected time-channel for the TV series, the providing

4    includes providing the at least one time-channel for the TV series for the given week, the at least

5    one time-channel for the TV series for the given week consists of exactly one time-channel, and

6    the exactly one time-channel is the expected time-channel for the TV series; and

7        if the testing has ascertained that the condition is true, then triggering the determining to

8    determine that the deviation has not occurred, else triggering the determining to determine that

9    the deviation has occurred.


31. The method of claim 20, wherein providing the expected time-channel for the TV series

includes accessing a Series Scheduling Expectation (SSE) Database Structure that includes the

expected time-channel for the TV series.


32. The method of claim 20, if the determining determines that the deviation has occurred then

further comprising classifying the deviation.


1    33. The method of claim 32, wherein classifying the deviation includes determining that the

2    deviation is one of a Series Preemption, a Series Initiation, a Series Move, a Series Marathon,

3    and a Series Expansion.


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1    34. The method of claim 32, wherein if the determining determines that the deviation has

2    occurred then further comprising outputting a classification of the deviation into a Deviation

3    Database Structure.

1      35. A computer code that performs deviation determination, said computer code comprising a

2      Deviation Determination for Television (DDTV) algorithm programmed to:

3            receive as input a TV series, a given week, an expected time-channel for the TV series,

4      and at least one time-channel for the TV series for the given week; and

5            determine whether a deviation has occurred for the TV series for the given week.


1      36. The computer code of claim 35, wherein

2            if the algorithm does not receive as input the at least one time-channel for the TV series

3      for the given week,

4            then the algorithm is programmed to determine that the deviation of Series Preemption

5      (SP) has occurred.


10     37. The computer code of claim 35, wherein

2            if the algorithm receives as input the at least one time-channel for the TV series for the

3      given week,

4            and if the algorithm does not receive as input the expected time-channel for the TV series,

5            then the algorithm is programmed to determine that the deviation of Series Initiation (SI)

6      has occurred.


1      38. The computer code of claim 35, wherein

2            if the algorithm receives as input the at least one time-channel for the TV series for the

3      given week,

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4     and if the algorithm receives as input the expected time-channel for the TV series,

5     and if the at least one time-channel for the TV series for the given week does not include

6 the expected time-channel for the TV series,

7     then the algorithm is programmed to determine that the deviation of Series Move (SM)

8 has occurred.

1     39. The computer code of claim 35, wherein

2     if the algorithm receives as input the at least one time-channel for the TV series for the

3 given week,

4     and if the algorithm receives as input the expected time-channel for the TV series,

5     and if the at least one time-channel for the TV series for the given week includes the

6 expected time-channel for the TV series,

7     and if the at least one time-channel for the TV series for the given week includes exactly

8 one time-channel,

9     then the algorithm is programmed to determine that no deviation has occurred.

1     40. The computer code of claim 35, wherein

2     if the algorithm receives as input the at least one time-channel for the TV series for the

3 given week,

4     and if the algorithm receives as input the expected time-channel for the TV series,

5     and if the at least one time-channel for the TV series for the given week includes the

6 expected time-channel for the TV series,

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7  and if the at least one time-channel for the TV series for the given week includes more

8 than one time-channel,

9  and if the at least one time-channel for the TV series for the given week includes at least

10 3 contiguous time channels that do not comprise the expected time channel,

11  then the algorithm is programmed to determine that the deviation of Series Marathon

12 (MA) has occurred.


1 41. The computer code of claim 35, wherein

2  if the algorithm receives as input the at least one time-channel for the TV series for the

3 given week,

4  and if the algorithm receives as input the expected time-channel for the TV series,

5  and if the at least one time-channel for the TV series for the given week includes the

6 expected time-channel for the TV series,

7  and if the at least one time-channel for the TV series for the given week includes more

8 than one time-channel,

9  and if the at least one time-channel for the TV series for the given week does not include

10 at least 3 contiguous time channels which do not comprise the expected time channel,

11  then the algorithm is programmed to determine that the deviation of Series Expansion

12 (SE) has occurred.


1 42. The computer code of claim 35, wherein the algorithm is further programmed to:

2  test for the truth or falsity of the following condition: the algorithm receives as input the

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3     expected time-channel for the TV series, the algorithm receives as input the at least one time-

4     channel for the TV series for the given week, the at least one time-channel for the TV series for

5     the given week consists of exactly one time-channel, and the exactly one time-channel is the

6     expected time-channel for the TV series; and

7          if the algorithm has tested for the truth or falsity of the condition and if the algorithm has

8     thereby found that the condition is true, then the algorithm is programmed to determine that the

9     deviation has not occurred,

10         but if the algorithm has tested for the truth or falsity of the condition and if the algorithm

11    has thereby found that the condition is false, then the algorithm is programmed to determine that

12    the deviation has not occurred.

1     43. The computer code of claim 35, wherein to receive as input the expected time-channel for the

2     TV series includes to access a Series Scheduling Expectation (SSE) Database Structure that

3     includes the expected time-channel for the TV series.

1     44. The computer code of claim 35, if the algorithm has determined that the deviation has

2     occurred then the algorithm is further programmed to classify the deviation.

1     45. The computer code of claim 44, wherein to classify the deviation includes to determine that

2     the deviation is one of a Series Preemption, a Series Initiation, a Series Move, a Series Marathon,

3     and a Series Expansion.

1    46. The computer code of claim 44, wherein if the algorithm has determined that the deviation

2    has occurred then the algorithm is further programmed to output a classification of the deviation

3    into a Deviation Database Structure.

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1    47. A Series Scheduling Expectation (SSE) Database Structure, comprising at least one series

2    time-channel identifier (STI), wherein each STI includes a series identifier that identifies a

3    television (TV) series and an expected time-channel for the TV series, and wherein the expected

4    time-channel includes identification of: a day-of-week, a program start time, and a channel.


1    48. The SSE Structure of claim 47, wherein each series identifier appears no more than once

2    within the SSE Structure.


1    49. The SSE Structure of claim 47, wherein the at least one STI is divided into groups, wherein

2    each group includes a subset of the at least one STI, and wherein each series identifier appears no

3    more than once within each group.

1    50. A method of generating and using a Series Scheduling Expectation (SSE) Database Structure,

2    comprising inserting a series time-channel identifier (STI) into the SSE Database Structure,

3    wherein the STI includes a series identifier that identifies a television (TV) series and an

4    expected time-channel for the TV series, and wherein the expected time-channel includes

5    identification of: a day-of-week, a program start time, and a channel.

1    51. The method of claim 50, further comprising using the SSE Database Structure to generate

2    Deviation Database Structure.

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1    52. A Deviation Database Structure comprising at least one deviation record for a given week,

2    wherein each deviation record relates to a program of a television (TV) series such that during

3    the given week the program is on a time-channel that deviates from an expected time-channel for

4    the TV series, and wherein each deviation record includes a deviation identifier, an identifier of

5    the series, and the time-channel.


1    53. The Deviation Database Structure of claim 52, wherein each deviation record further includes

2    an identifier of the program.


1    54. The Deviation Database Structure of claim 52, wherein the deviation identifier denotes a

2    deviation selected from the group consisting of a Series Preemption, a Series Initiation, a Series

3    Move, a Series Marathon, and a Series Expansion.

1    55. A method of generating a Deviation Database Structure, comprising inserting a deviation

2    record for a given week into the Deviation Database Structure, wherein each deviation record

3    relates to a program of a television (TV) series such that during the given week the program is on

4    a time-channel that deviates from an expected time-channel for the TV series, and wherein each

5    deviation record includes a deviation identifier, an identifier of the series, and the time-channel

6    that the program is on during the given week.


1    56. The method of claim 55, wherein each deviation record further includes an identifier of the

2    program.


57. The method of claim 55, wherein the deviation identifier denotes a deviation selected from

the group consisting of a Series Preemption, a Series Initiation, a Series Move, a Series

Marathon, and a Series Expansion.


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1    58. A deviation report in column format, comprising a header row and at least one data row of

2    deviation data for a given day of a given week, wherein each data row relates to a program of a

3    television (TV) series, wherein the program is on a scheduled time-channel on the given day of

4    the given week, wherein the scheduled time-channel deviates from an expected time-channel for

5    the TV series, and wherein each data row includes: an identifier of the program and the

6    scheduled time-channel.


1    59. The deviation deport of claim 58, wherein each data row further includes the expected time-

2    channel.

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1    60. A deviation report in grid format, comprising a header row and at least one data row of

2    deviation data for a given day of a given week, wherein each data row identifies a program of a

3    television (TV) series, wherein the program is on a scheduled time-channel on the given day of

4    the given week, wherein the scheduled time-channel deviates from an expected time-channel for

5    the TV series, and wherein each data row includes: an identifier of the program, and the time and

6    channel at which the program is on.


1    61. The deviation deport of claim 60, wherein each data row is keyed to a TV channel.

1    62. A deviation report in text format, comprising at least one line of text organized in accordance

2    with a template, wherein the at least one line of text line describes a deviation relating to a

3    program of a TV series for a given day of a given week, and wherein the program is on a time-

4    channel that deviates from an expected time-channel for the TV series.


1    63. The deviation report of claim 62, wherein a form of the template is predetermined.


1    64. The deviation report of claim 62, wherein a form of the template is dynamically determined

2    in accordance with an executing algorithm.


     65. The deviation report of claim 62, wherein a form of the template is derived from input from a

     user.


     66. The deviation report of claim 62, wherein a form of the template varies with each line of text.


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1 67. A computer system, comprising a processor; at least one memory device, an input device

2 coupled to the processor; an output device coupled to the processor, and a computer code located

3 on the at least one memory device, wherein the processor is configured to execute the computer

4 code, and wherein the computer code includes at least one of an ETCRA algorithm and a DDTV

5 algorithm.


1 68. The computer system of claim 67, wherein the ETCRA algorithm is programmed to generate

2 a Series Scheduling Expectation (SSE) Database Structure, ane wherein the at least one memory

3 device is configured to store the SSE.


1 69. The computer system of claim 67, wherein the DDTV algorithm is programmed to generate a

2 Deviation Database Structure, ane wherein the at least one memory device is configured to store

3 the Deviation Database Structure.

1     70. A computer program product, comprising:

2          a computer usable medium having a computer readable program code embodied therein,

3     wherein the computer code includes at least one of an ETCRA algorithm and a DDTV algorithm.


1     71. The computer program product of claim 70, wherein the ETCRA algorithm is programmed to

2     generate a Series Scheduling Expectation (SSE) Database Structure, and wherein the at least one

3     memory device is configured to store the SSE.


1     72. The computer program product of claim 70, wherein the DDTV algorithm is programmed to

2     generate a Deviation Database Structure, ane wherein the at least one memory device is

3     configured to store the Deviation Database Structure.